



## Welcome 'Alert' for Collier Row

Havering's latest weapon in the fight against shop-based crime has proved a resounding success with retailers in Collier Row Road.

Organised by the Havering Community Safety Partnership, AlertBox - a communication device that alerts neighbouring retailers to localised shop-based criminal activity – has been trialled at some 50 shops in Collier Row Road since last November.

Retailers have also used the system to alert others to known retail criminals seen operating in their area.

86% of respondents to the evaluation survey said the device has reduced the feeling of isolation in worrying situations. 61% said it helped to reduce anti-social behaviour and the fear of crime.

Shop-related crime problems in the area has reduced, as has the need to make report calls to the police. One retailer said: "It's a good scheme and my staff feel much safer", whilst another added: "We have got to know other shop owners in the area better as a result".

Diane Egan of the Havering Community Safety Partnership said: "The results from the trial are very encouraging on many levels.

"Not only does the AlertBox system help minimise opportunities for shop-based crime, but also provides an effective deterrent against those contemplating taking part in criminal behaviour within the locality."

Chief Inspector Bill Doig, lead officer for Safer Neighbourhood Team, said, "This is an excellent partnership initiative, the results of which speak for themselves.

"We will continue as a community to reduce crime through the use of innovative schemes like this that help make Havering a better and even safer place."